

# City of Fort Worth Citizen Survey City Council Meeting August 2011

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**ORC***International*

# Project Overview

# Study Objectives

**Overall Objective:** Provide reliable insights into how to best allocate increasingly scarce resources to key goals, programs, and services

- Provide an overall measure of Fort Worth's performance using ORC's Five-Star Rating system
- Benchmark key measures of quality of life, public safety, and service delivery
- Provide citizen insights for budget, policy, and strategic decisions
- Monitor resident feedback on important issues facing the community
- Assess support for local policies, programs, and decisions

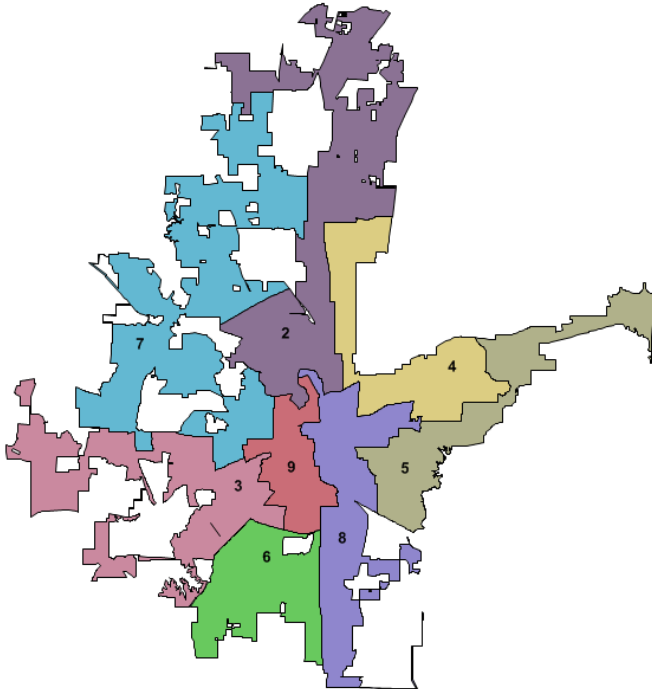
**Gathered data will be used to:**

- Prioritize spending
- Provide citizen input into going forward strategies

# Sampling Plan

The sampling plan called for a minimum of 1,600 interviews citywide and 200 in each Council District

Data are weighted so that data from each Council District represents actual populations of adult residents

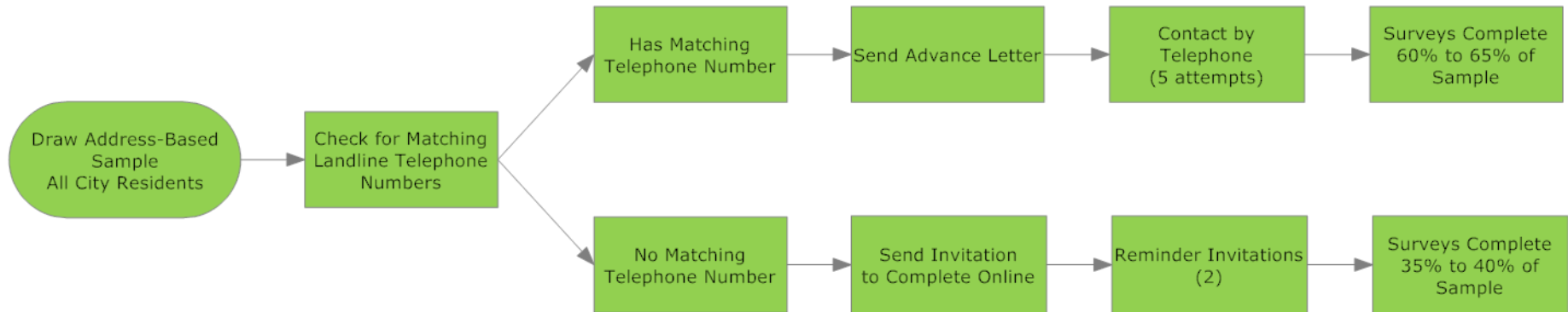


District	# Interviewed	% of Sample	Weighted n	% of Sample
2	210	13%	293	18%
3	187	12%	222	14%
4	199	12%	201	12%
5	206	13%	165	10%
6	205	13%	199	12%
7	205	13%	261	16%
8	204	13%	136	8%
9	198	12%	136	8%
Total	1,614	100%	1,614	100%

# Data Collection Overview

## Data collection done using ORC's CDP Sampling™ sampling methodology

- Efficiently represents those with landline telephones and those who are cell phone or primarily cell phone



Because response rates to online invitation were lower than expected, we supplemented the online component with a web-based panel

	# of Completed Surveys (n = 1,614 City-wide)
Phone	1,083
Online	279
Panel	252

# Key Findings

## Fort Worth's Five-Star Rating

# Approach

ORC International includes five “power” questions that are used to benchmark a city against a national average

Questions include:

- Overall quality of life
- Extent to which quality of life meets ideal point
- Overall quality of services
- Direction the city is headed
- Value of services for tax dollars paid

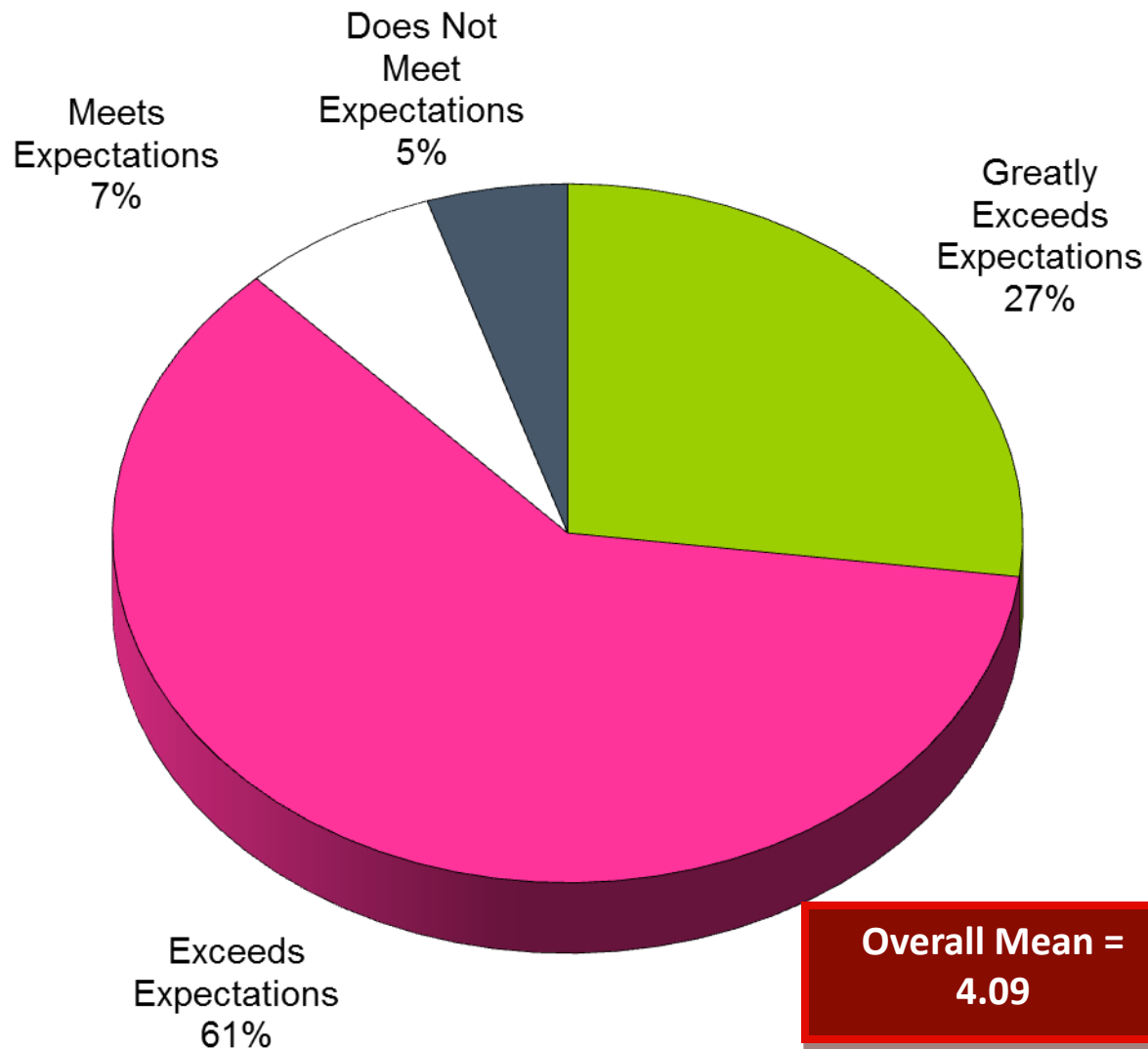
These measures are combined using a proprietary model to develop a city's 5-Star rating

Individual and composite scores are mapped geographically to identify what differences, if any, exist

A city's rating is benchmarked against a nationwide study

# Overall Quality of Life

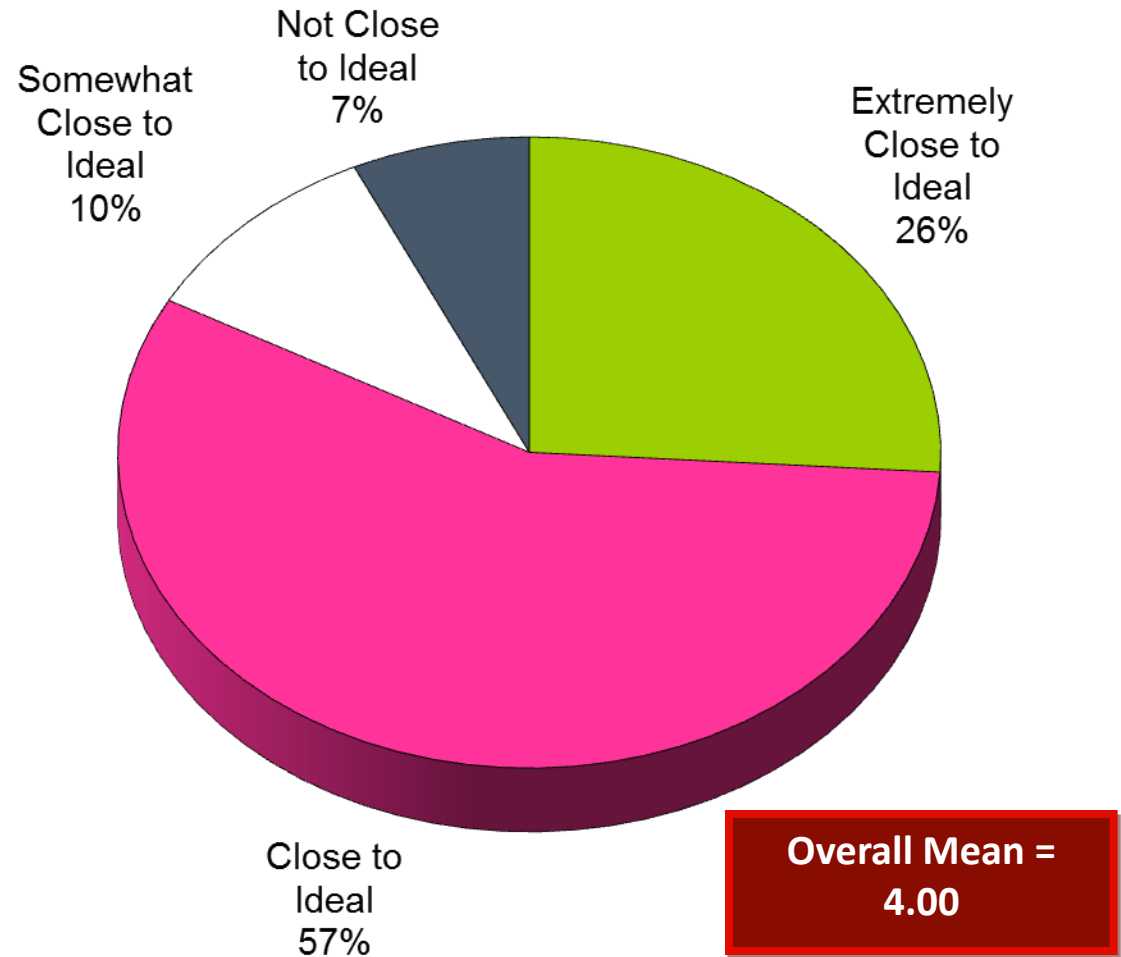
The overall quality of life in Fort Worth meet or exceeds the expectations of most (95%) residents





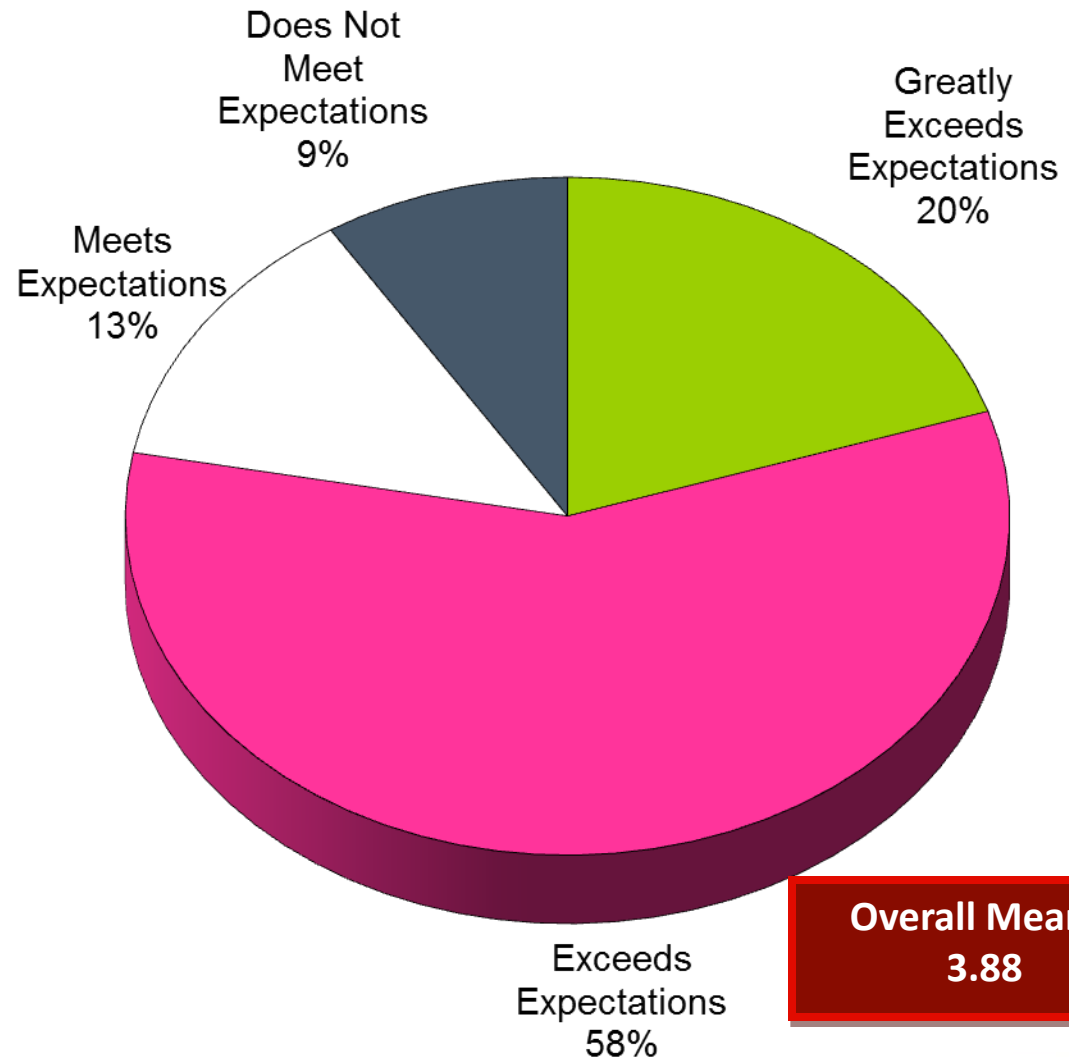
# Proximity to Ideal

Residents agree that Fort Worth is close to their ideal city (93%)



# Overall Quality of City Services

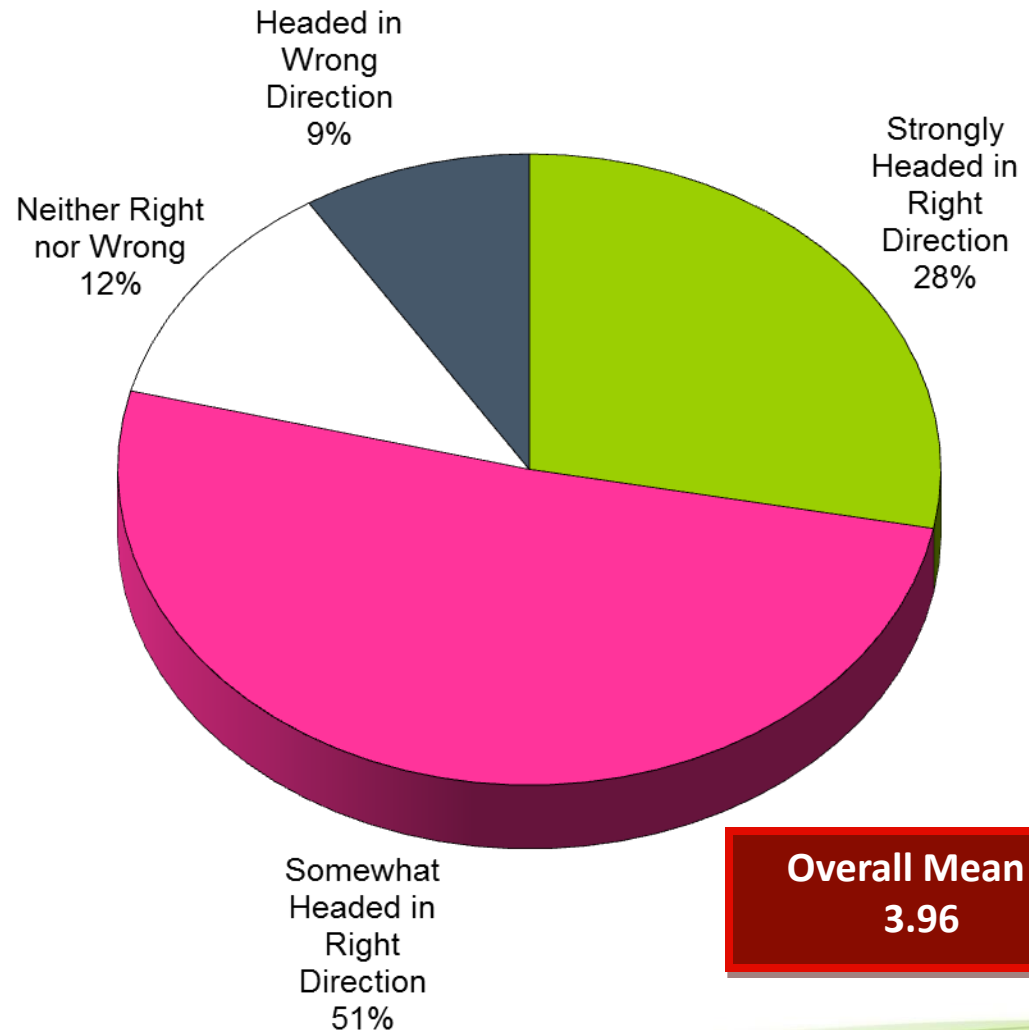
Fort Worth residents feel that the overall quality of city services meets or exceeds their expectations (91%)



**Overall Mean =  
3.88**

# Direction City is Headed

The majority (79%) of Fort Worth residents feel the city is headed in the right direction

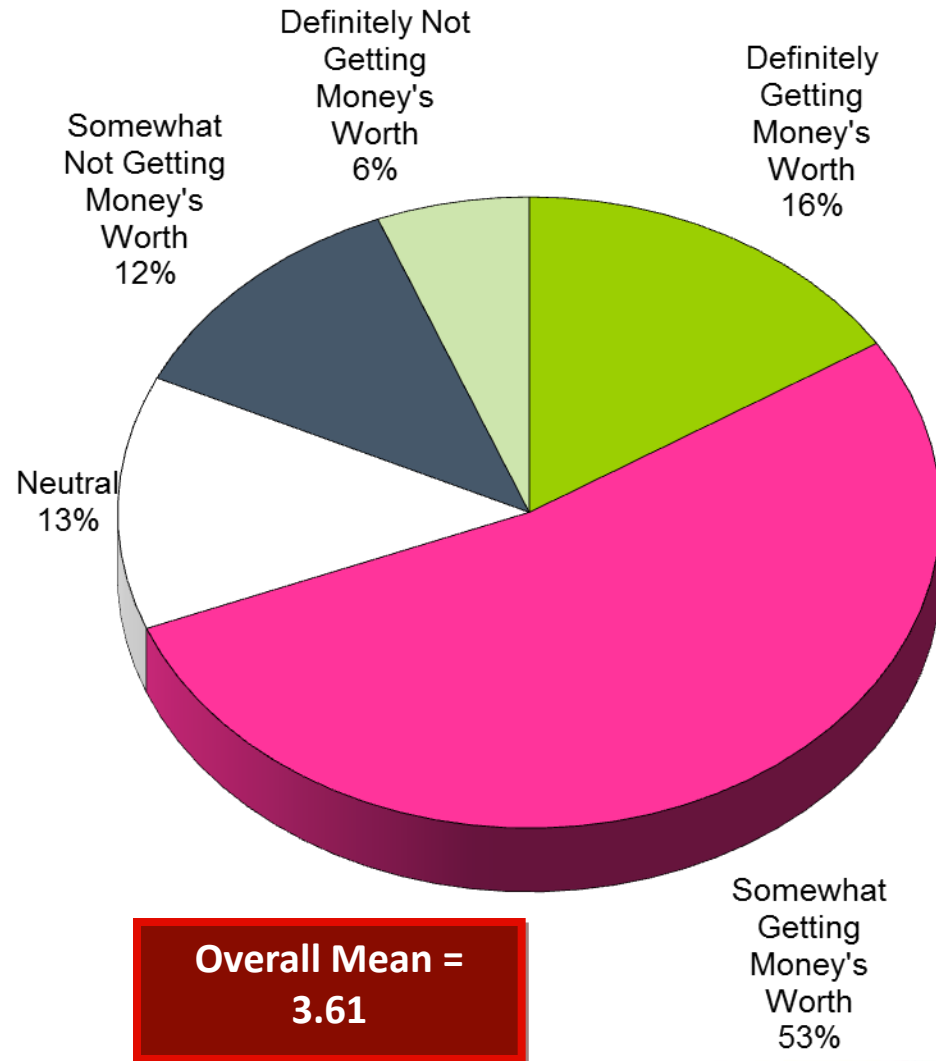


**Overall Mean =  
3.96**

# Value of Services for Tax Dollars Paid

82% of residents rate value of services received as neutral or better.

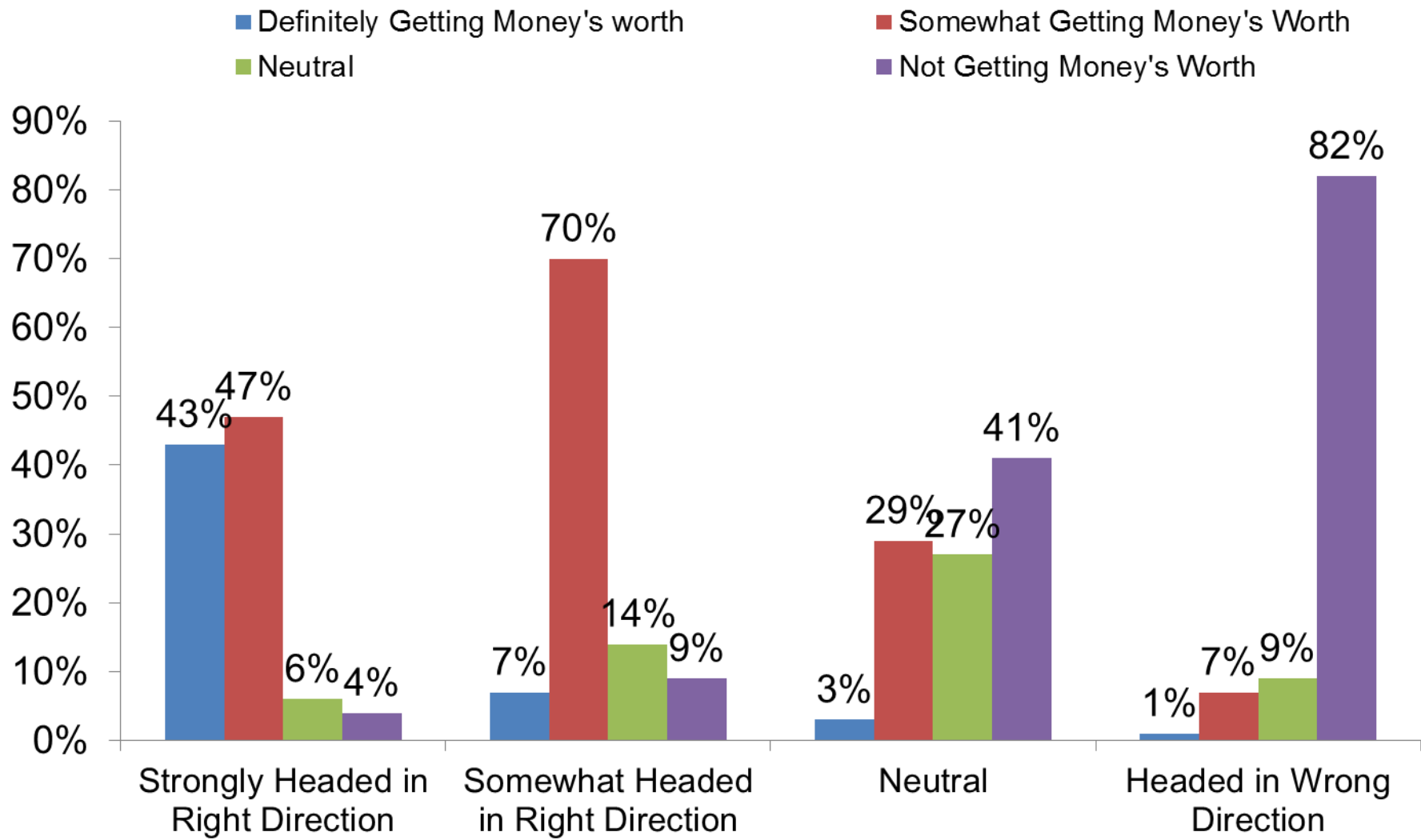
This could reflect a national sentiment regarding the attitude toward governments and taxes



# Summary of 5 Star Questions

Question	Mean
Quality of Life	4.09
Proximity to Ideal	4.00
Direction City is Headed	3.96
Quality of City Services	3.88
Value of Services	3.61

# Correlation Between Direction City is Headed and Value



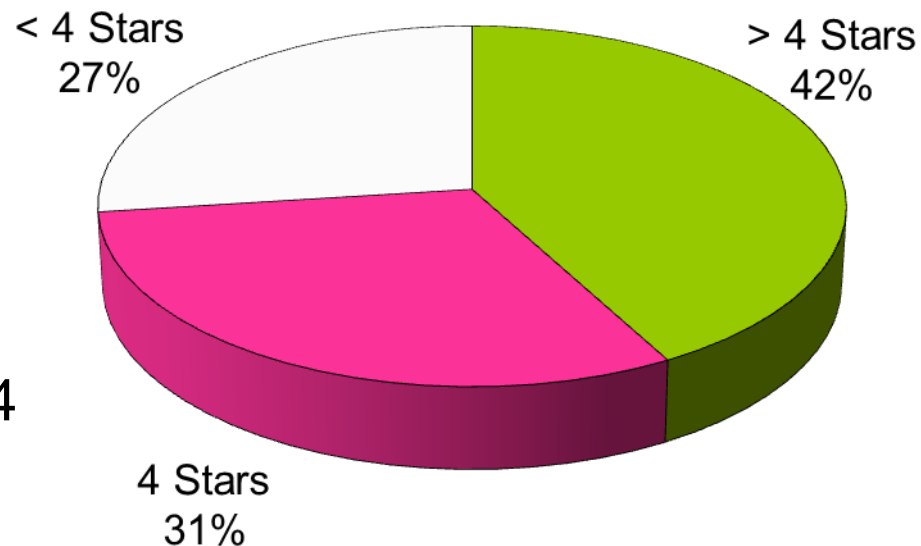
# Five-Star Rating

ORC's Five-Star Rating is based on a weighted computation of responses to these five questions.

Fort Worth is a strong City



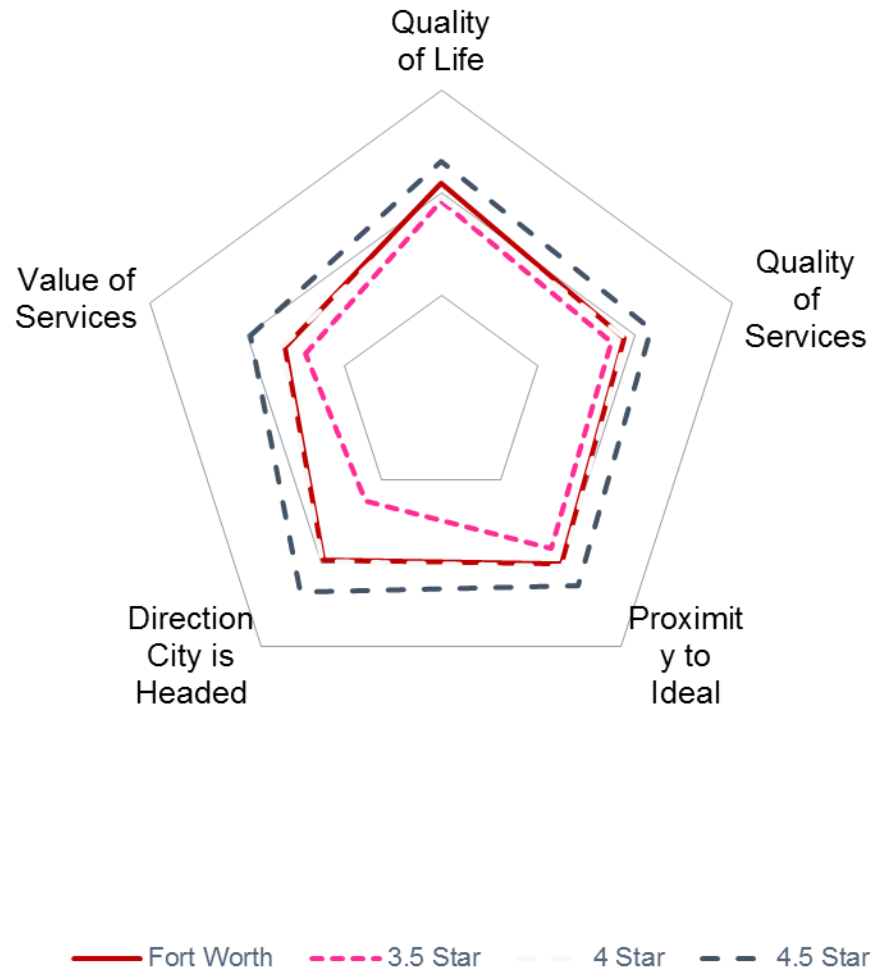
73% of residents rate the city as 4 star or better



# Fort Worth's Five-Star Rating Benchmarked

Fort Worth is closely aligned with other comparable 4-Star cities across the United States on most dimensions

Fort Worth out-performs other 4-Star cities in terms of its overall quality of life





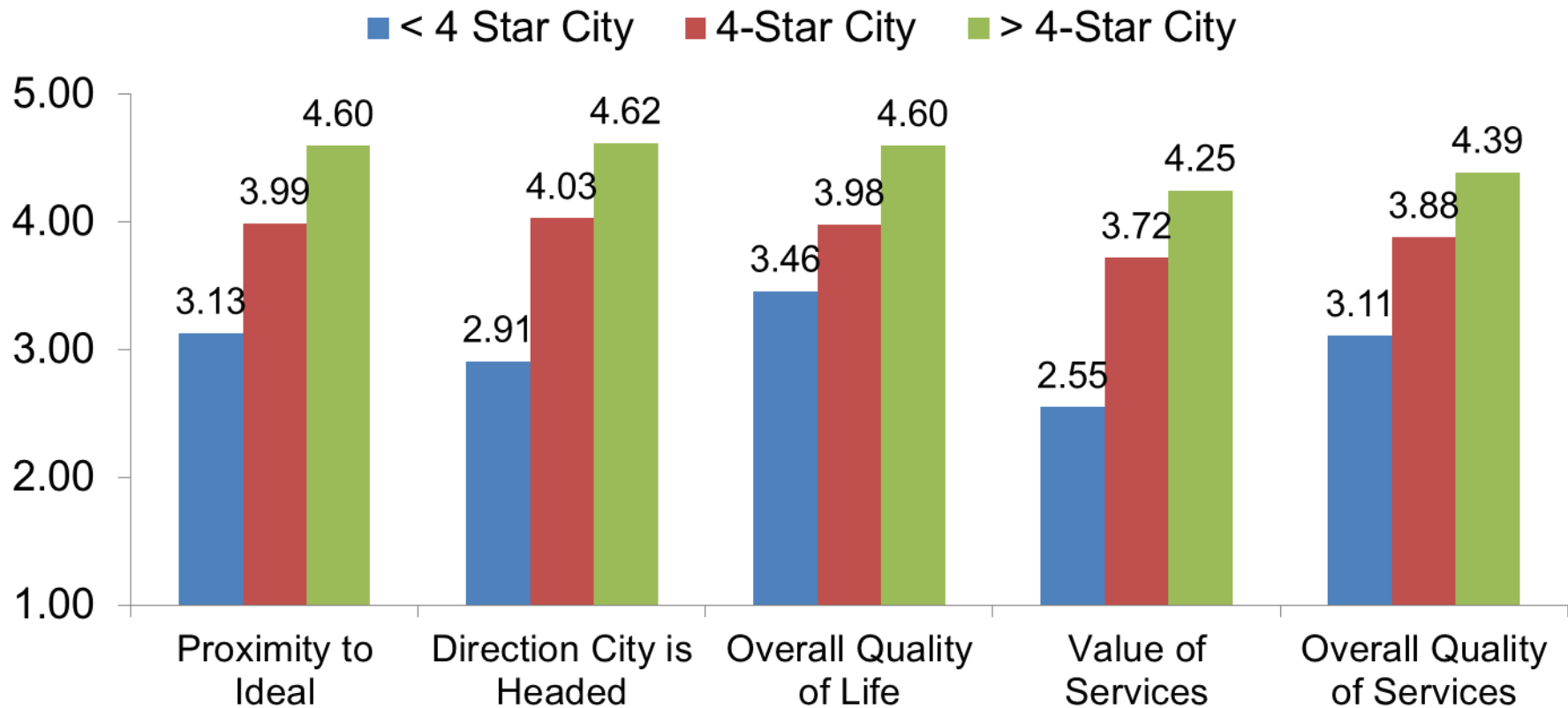
# Five-Star Rating

Knowing what citizens are looking for in terms of an ideal city is the most important driver of Fort Worth's Five-Star rating followed by keeping the city headed in the right direction

	Importance
Proximity to Ideal	38%
Direction City is Headed	26%
Overall Quality of Life	15%
Value of Services	14%
Overall Quality of Services	6%

# Key Differentiators in Ratings

Residents rating Fort Worth lower than 4 Stars give FW lower ratings for all key attributes but notably for the direction the city is headed



# Key Findings

## Goals

# Approach

ORC International used a unique approach to clearly measure the relative importance of Fort Worth's six strategic goals called Partial Ranking (PR)

Partial Ranking makes it possible to state how much more important one item is than another

**The City of Fort Worth has six strategic goals. Which of the following do you think is the most important goal? Which is the least important?**

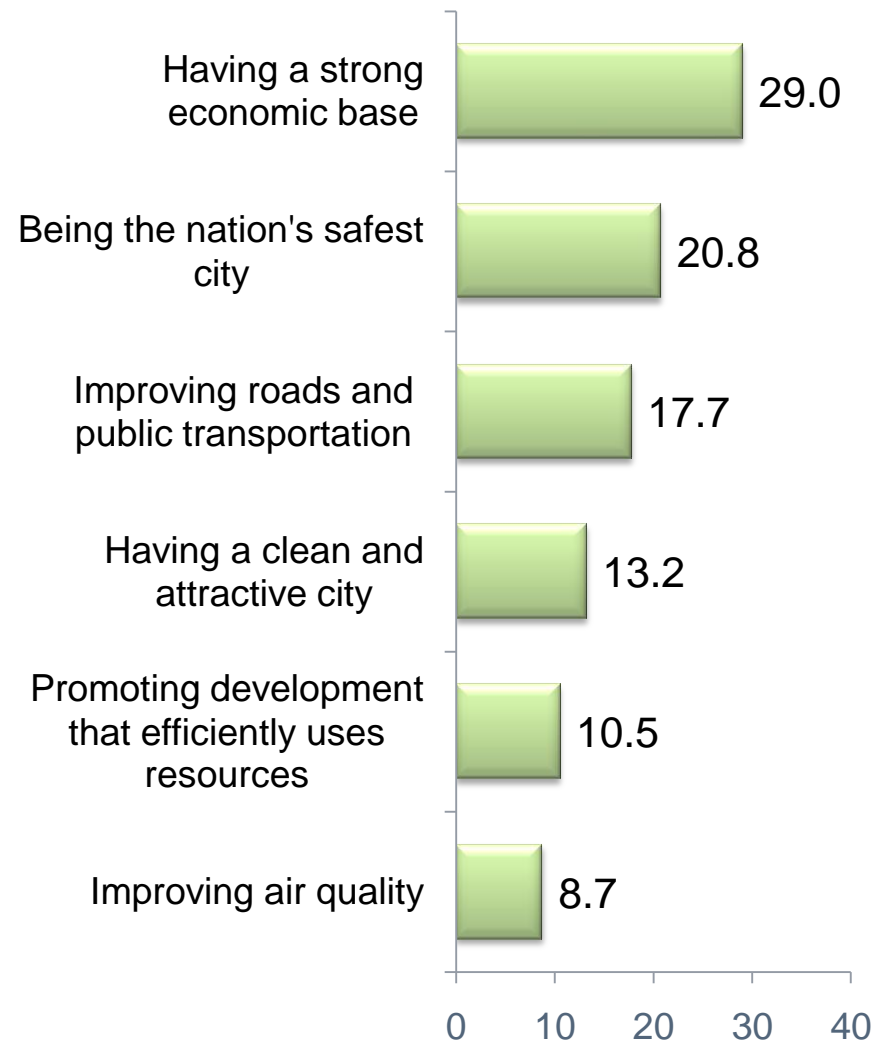
	Most Important	Least Important
Being the nation's safest major city	<input type="checkbox"/>	<input type="checkbox"/>
Improving roads and public transportation	<input type="checkbox"/>	<input type="checkbox"/>
Improving air quality	<input type="checkbox"/>	<input type="checkbox"/>
Having a clean and attractive city	<input type="checkbox"/>	<input type="checkbox"/>
Ensuring a strong economic base	<input type="checkbox"/>	<input type="checkbox"/>
Promoting development that efficiently uses City resources	<input type="checkbox"/>	<input type="checkbox"/>

# What Are Most Important Goals

It is clear that Fort Worth residents feel that the #1 strategic goal should be to ensure a strong economic base, which is a reflection of the nation's current economic state and overall concerns about employment

Also important are:

- Being the nation's safest city
- Improving roads and public transportation



# City Ratings on These Goals

Residents agree the city is doing an above-average job in achieving all of its goals—overall mean=3.58

The city is rated highest for:

- Having a clean and attractive city
- Ensuring a strong economic base

It is rated the lowest for:

- Improving roads and public transportation

\* Mean based on 5-point scale where “5” means “excellent job” and “1” means “poor job”

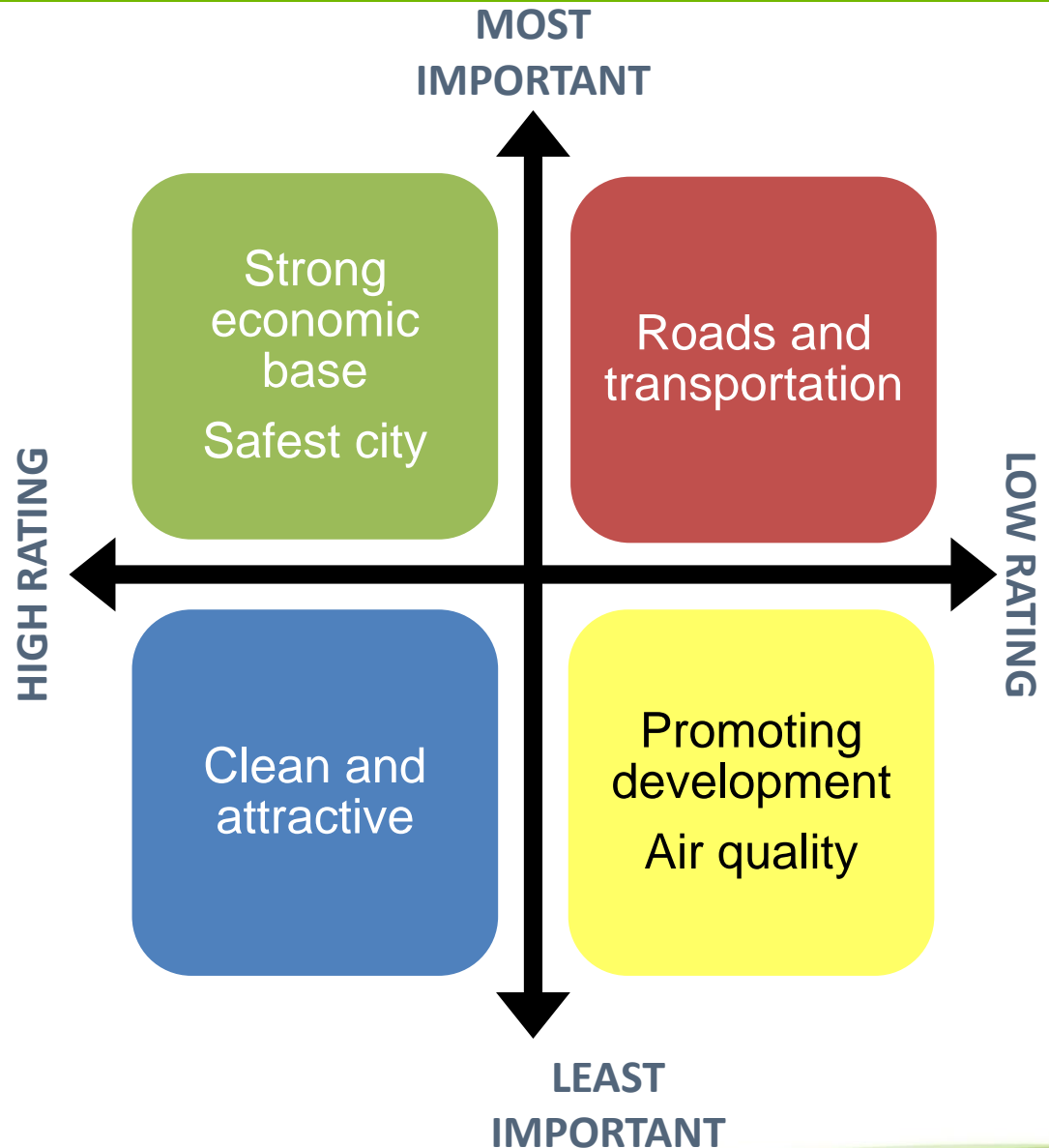


# Goal Prioritization

Fort Worth should maintain its efforts in:

- Building a strong economic base
- Being the nation's safest city

Additional resources should be devoted to improving roads and public transportation



# Key Findings

## City Service Priorities / Reductions



# Approach

We then put residents in the same shoes as the City Council and asked them to identify which city services are most important to fund

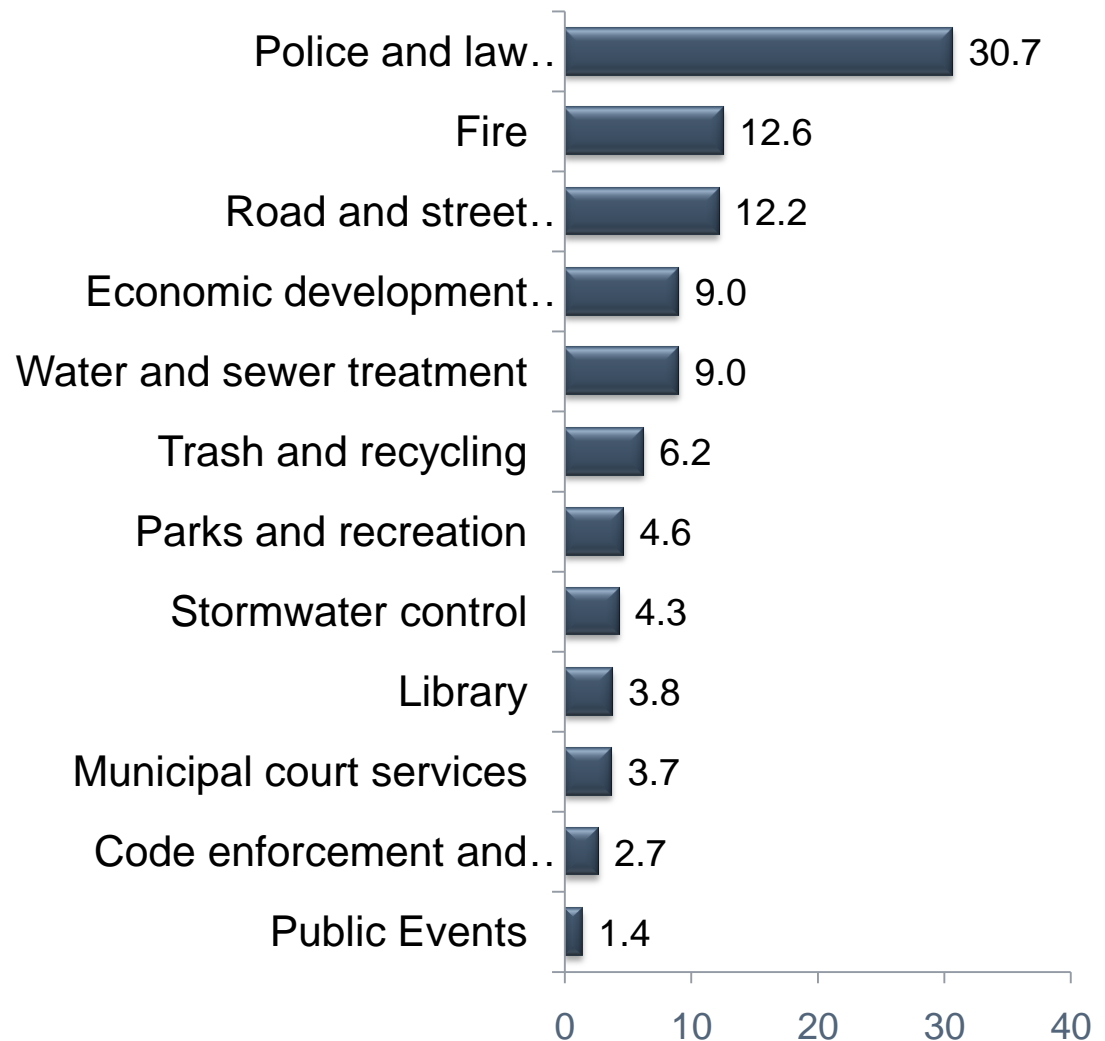
Follow-up questions asked how well Fort Worth delivers these services

Cities today are being asked to provide more services with less revenue. If you were a member of Fort Worth's City Council and had to decide what services should receive more or less funding which of the following would you say is the "most important" and which is the "least important." service to fund?

	Most Important	Least Important
Police and law enforcement services	<input type="checkbox"/>	<input type="checkbox"/>
Fire	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation facilities and programs	<input type="checkbox"/>	<input type="checkbox"/>
Road and street maintenance	<input type="checkbox"/>	<input type="checkbox"/>
Water and sewer treatment services	<input type="checkbox"/>	<input type="checkbox"/>
Library services	<input type="checkbox"/>	<input type="checkbox"/>
Code enforcement and animal control	<input type="checkbox"/>	<input type="checkbox"/>
Municipal court services	<input type="checkbox"/>	<input type="checkbox"/>
Trash and recycling services	<input type="checkbox"/>	<input type="checkbox"/>
Stormwater control services	<input type="checkbox"/>	<input type="checkbox"/>
Public events sponsored by the city	<input type="checkbox"/>	<input type="checkbox"/>
Economic development programs	<input type="checkbox"/>	<input type="checkbox"/>

# Service Priorities

Police and law enforcement are clearly the single most important city service—residents suggesting more than twice the “spend” against this service than any other service



# City Ratings for City Services

All services are given an above-average rating—overall mean=3.74

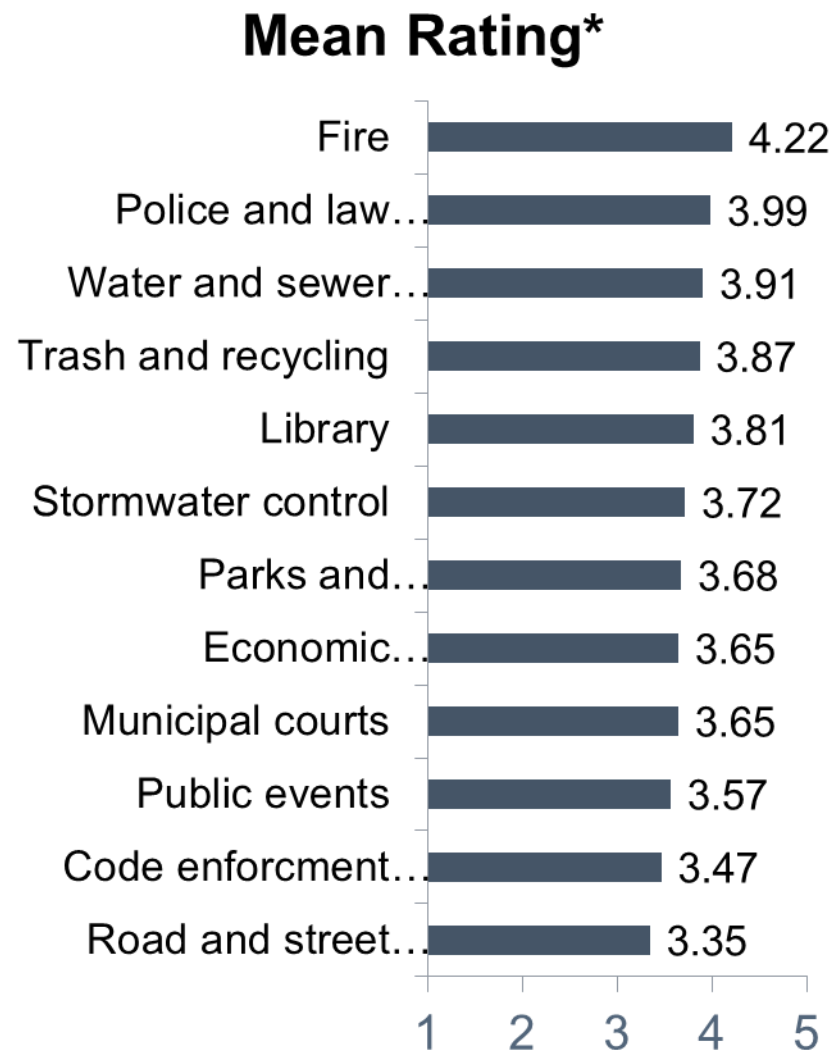
The city is rated highest for its fire department as well as for:

- Police and law enforcement
- Water and sewer treatment
- Trash and recycling

It is rated the lowest for:

- Road and street maintenance
- Code enforcement and animal control

\* Mean based on 5-point scale where “5” means “excellent job” and “1” means “poor job”



# Service Priorities

Current spending levels should be maintained for:

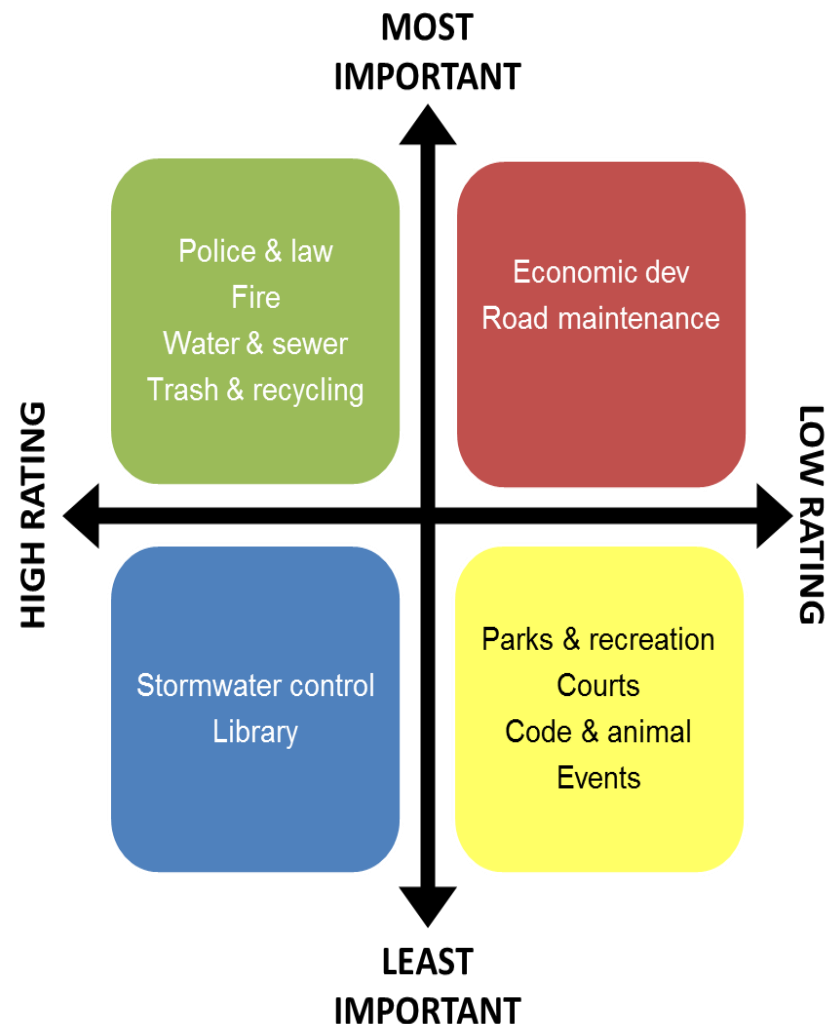
- Police and law enforcement
- Fire
- Water and sewer treatment
- Trash and recycling

Additional dollars are required for:

- Economic development
- Road maintenance

Citizens may be willing to give up dollars for:

- Stormwater control
- Library services



# Key Findings

## City Employees and Outreach

# Contact With City Employees

Two out of five (42%) residents have had contact with the city in the past year

Most contacts are by phone (60%) or in-person (57%); relatively few (27%) by email

Satisfaction with contact is relatively high

Courtesy 4.13

Accuracy of Info 4.03

Overall Quality 4.03

Knowledge 4.03

Responsiveness 3.92

# Quality of Outreach and Public Involvement

While overall residents give Fort Worth high ratings for information and outreach, there is room for improvement in providing opportunities for public involvement in decision-making



# Key Findings

## Special Topics



# Public Safety

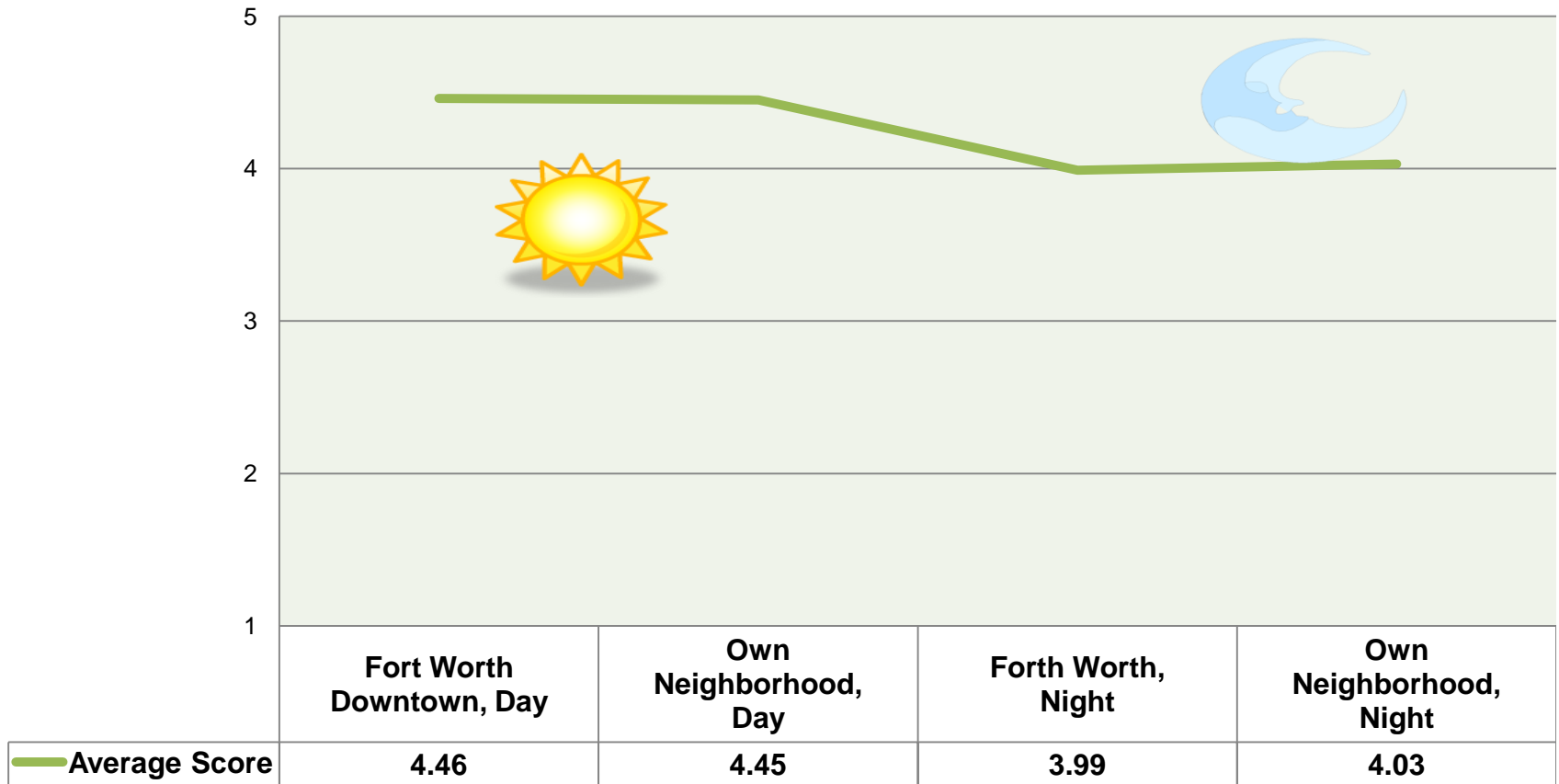
Consistent with the relatively high ratings for meeting its goal of being the nation's safest city, Fort Worth residents say they feel safe from most types of crime



*\* Mean based on 5-point scale where “1” means “very unsafe” and “5” means “extremely safe”*

# Safety During the Daytime and After Dark

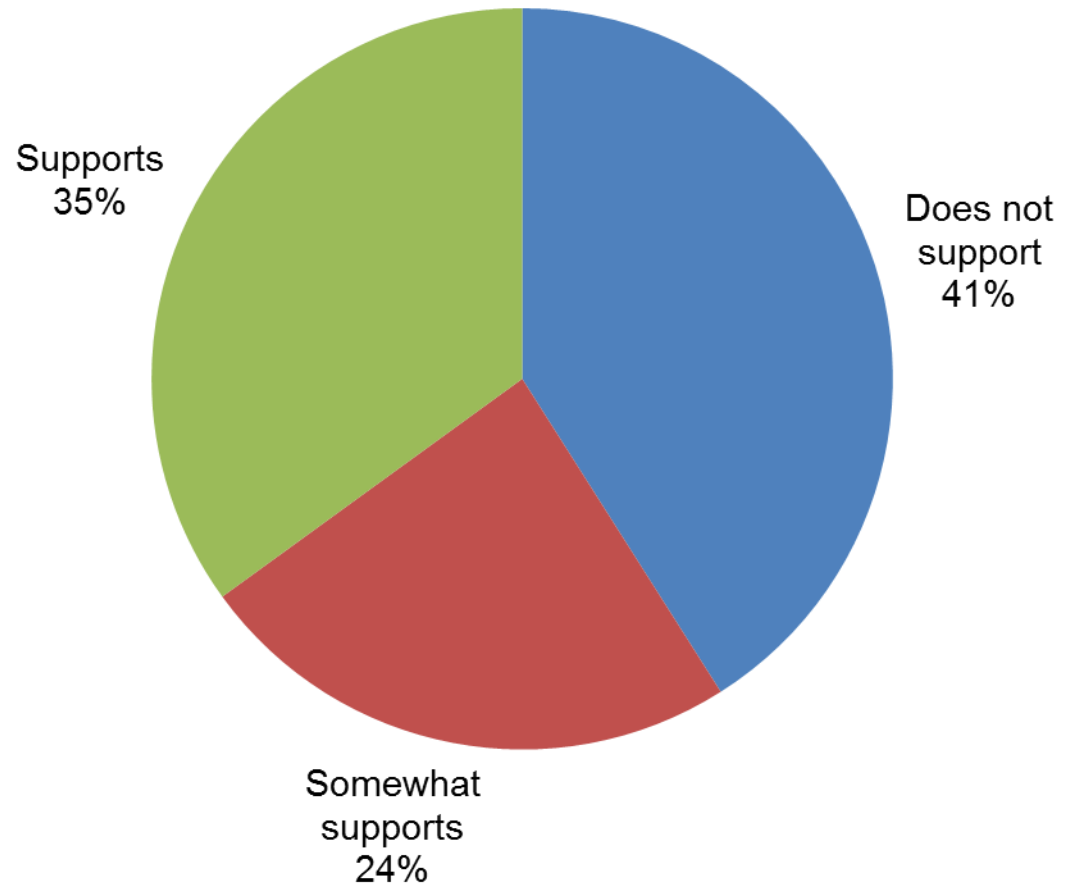
While residents do feel safer during the daytime, ratings for nighttime safety are also high



# Gas Drilling

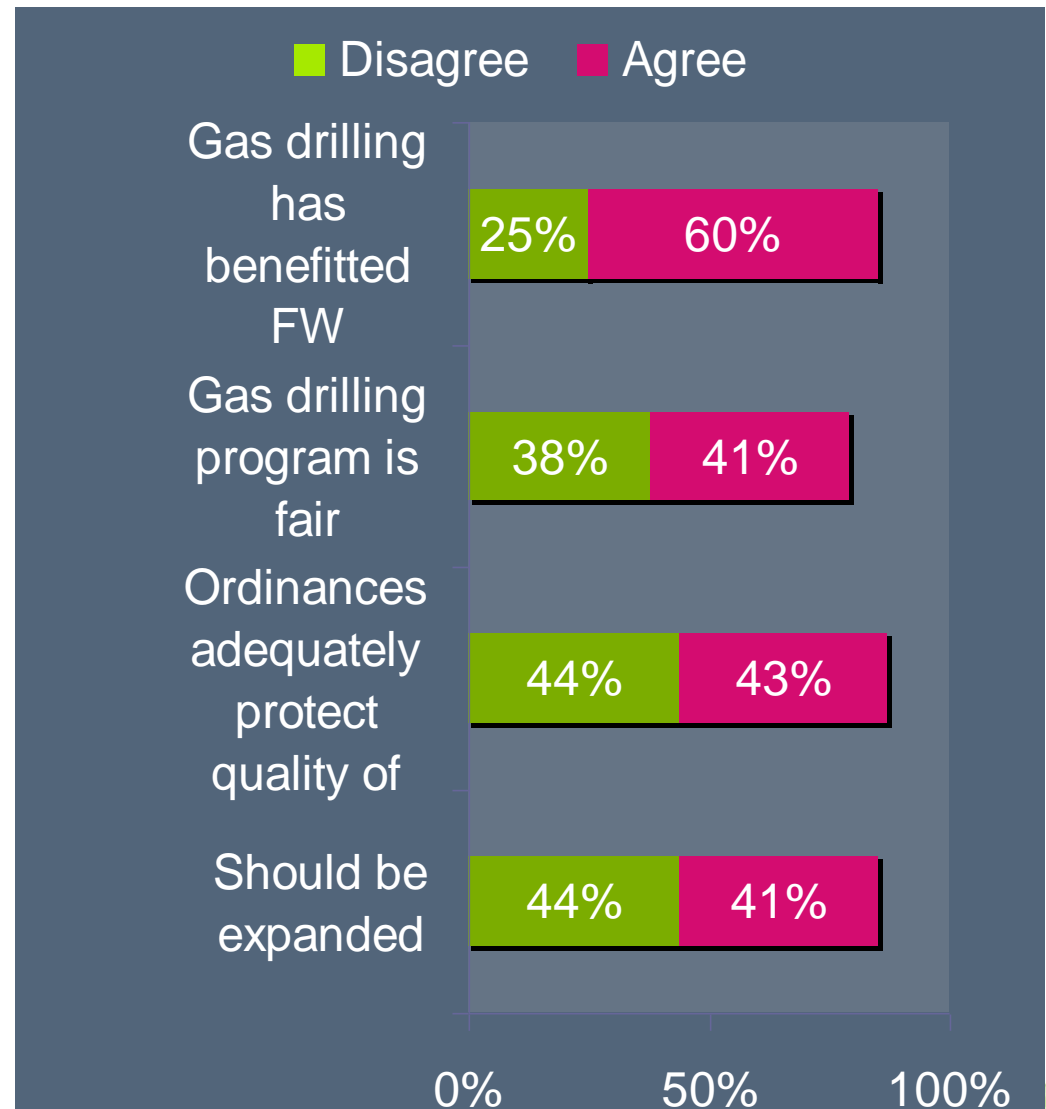
Two out of three (65%) residents are familiar with gas drilling within the city

Of the respondents who are familiar, support is fairly split



# Attitudes Toward Gas Drilling

While residents generally believe that gas drilling has benefited Fort Worth, opinions are clearly mixed on the other areas

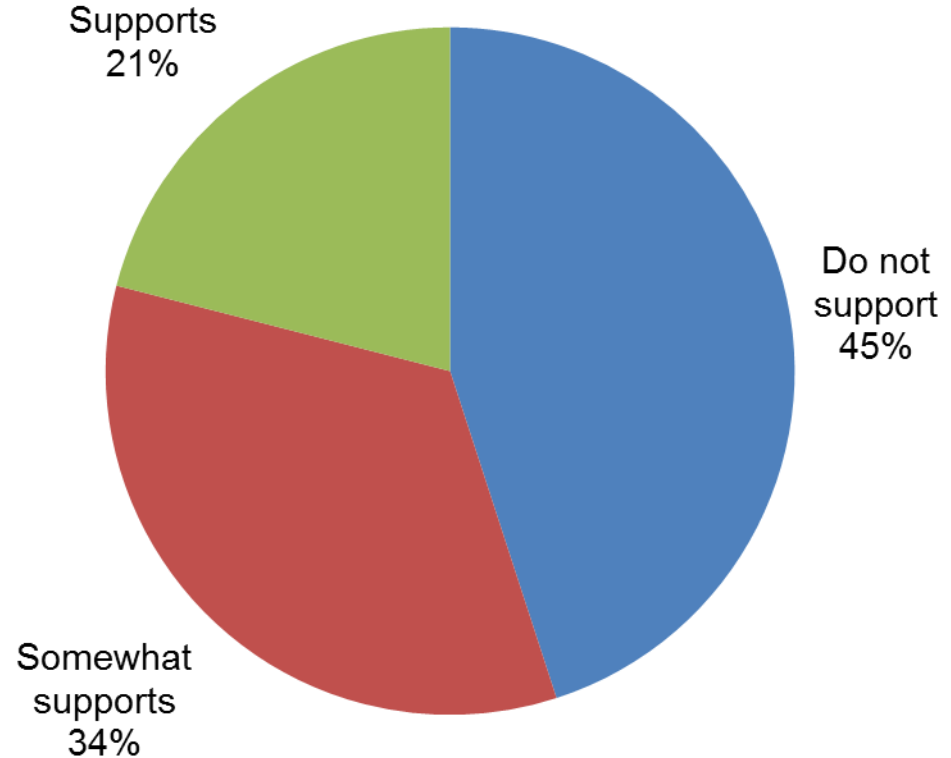


# Transportation Utility

One out of five (21%) FW resident support a transportation utility

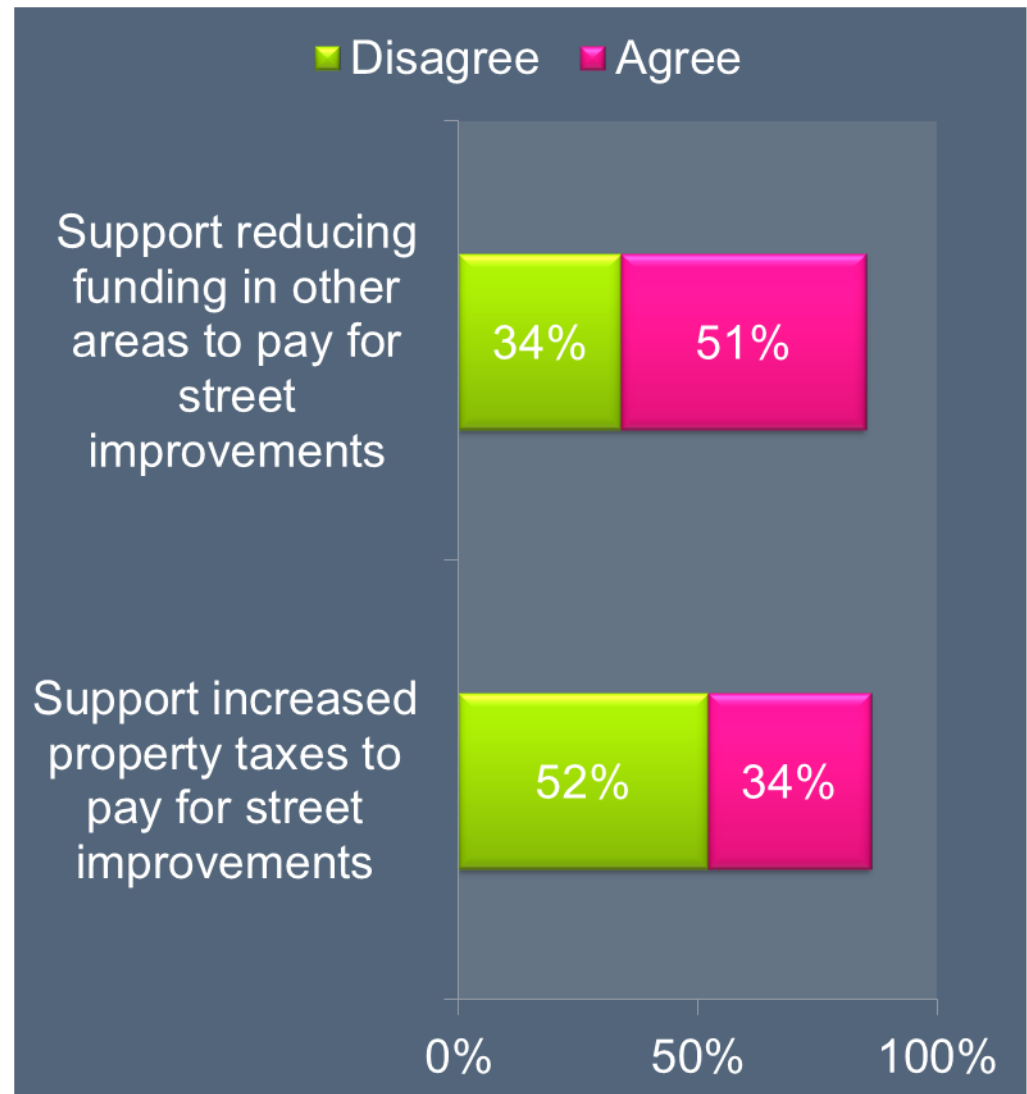
About a third (34%) are neutral on the topic or have yet to decide

Less than half do not support the utility



# Attitudes Toward Transportation Utility

Residents clearly favor reduced funding in other areas as opposed to an increase in property taxes to pay for street improvements

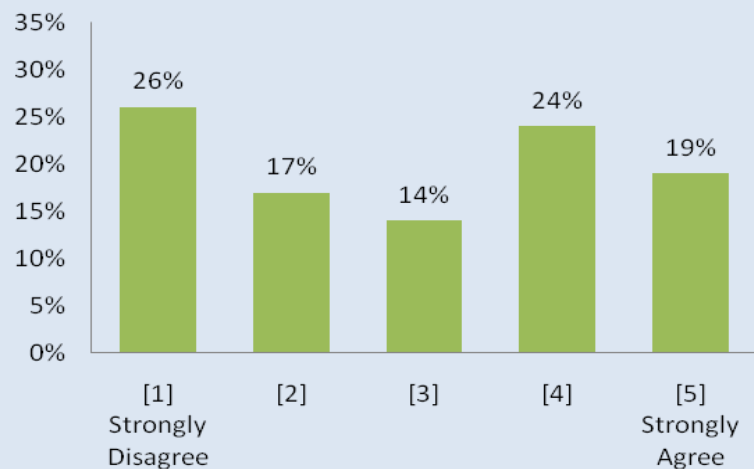


# Charter Questions

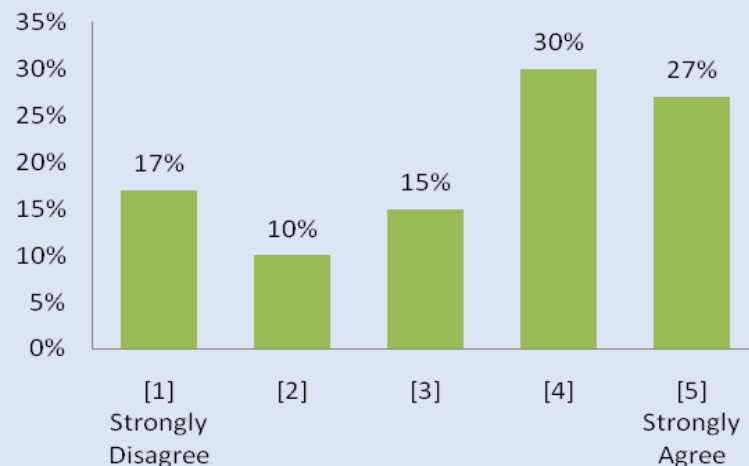
More than half (57%) of FW residents think elections should be staggered.

Residents are split regarding increasing terms to four years—43% strongly agree/agree and 43% strongly disagree/disagree

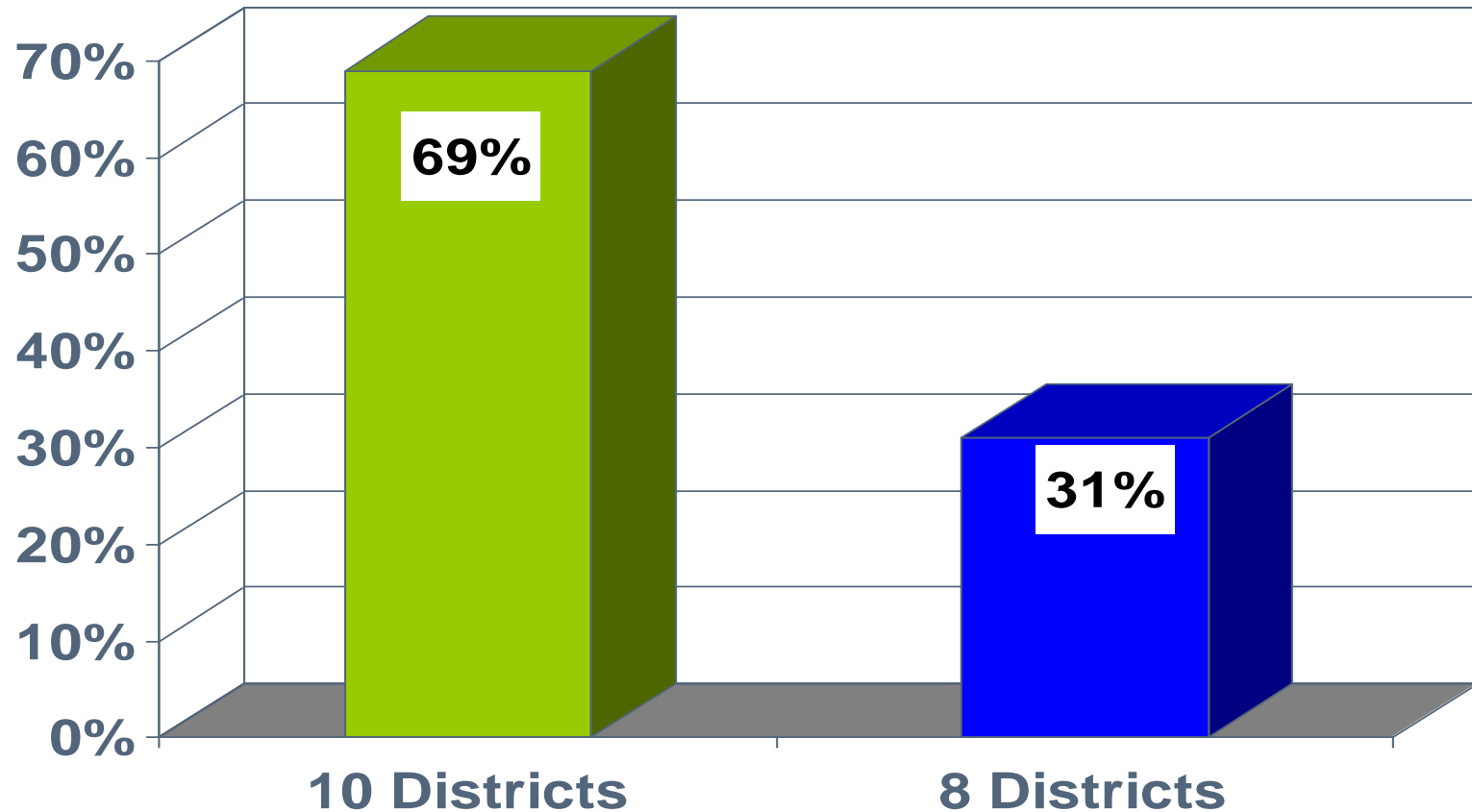
"Terms should be increased to four years."



"Elections should be staggered."



# Number of Council Districts



The number of Council Districts should be increased to 10.

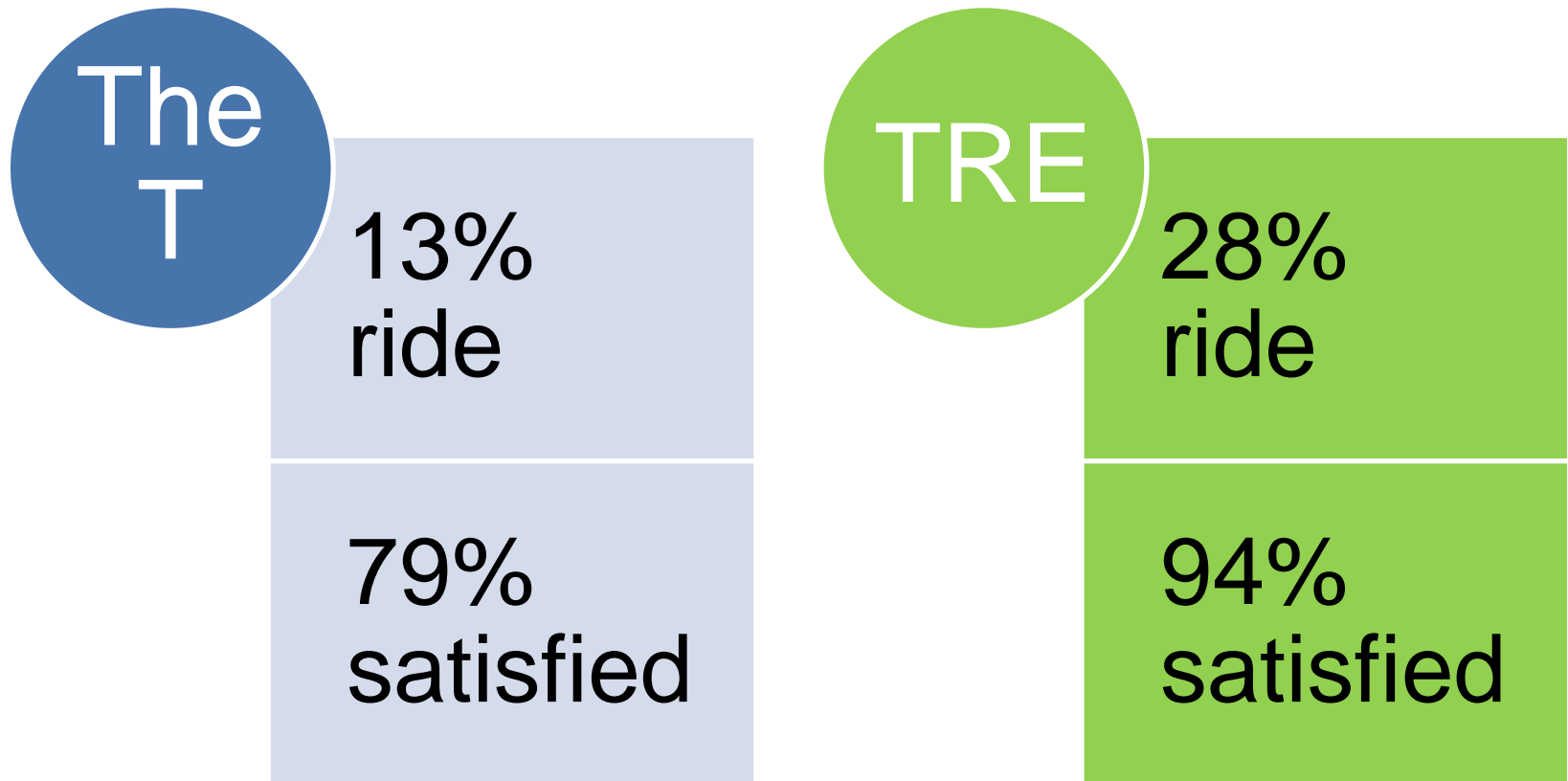
The number of Council Districts should remain at 8



# Public Transportation—Current Ridership

Ridership is what would be expected for a system such as this

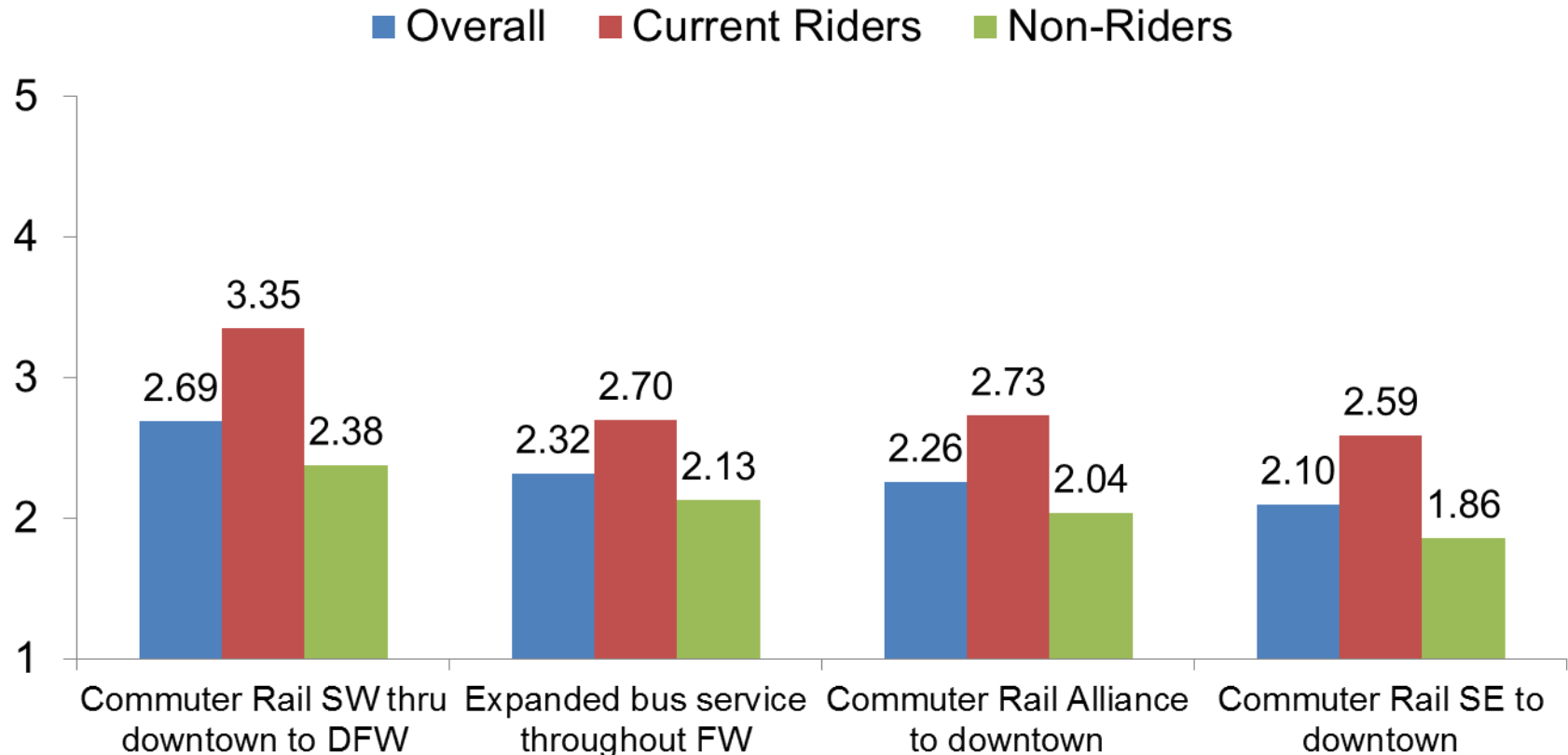
- 13% ride the T but only 4% ride regularly (at least once a week)
- More (28%) ride TRE but most (20%) ride less often than once / month



# Public Transportation—New Services

Overall interest in commuter rail southwest through downtown to DFW is highest

Expanded bus service throughout Fort Worth also clearly differentiates current riders from non-riders



# Conclusions & Next Steps

# Conclusions

- The City of Fort Worth is effectively weathering the current economic slump
  - Citizens give the city high ratings for having a strong economic base and effective economic development plans
- In terms of goals going forward, residents want to see Fort Worth focus on:
  - Maintaining its focus on developing a strong economic base and being the nation's safest city
  - **Investing** additional resources into improving roads and public transportation
- Residents feel Fort Worth does a good job of delivering its existing core services

# Conclusions

- Citizens recognize the potential need for reductions in service and have clear priorities and feel the city should maintain spending on:
  - Police and law enforcement
  - Fire
  - Water and sewer
  - Trash and recycling
- Fort Worth should invest in:
  - Economic development
  - Road maintenance

## Conclusions (2)

- The city may wish to do more in terms of outreach and encouraging citizen participation in decision-making
  - Focus should be on communicating the city's direction and increasing citizen perceptions of the value of services the city provides relative to tax dollars that are paid
- If gas drilling is continued or expanded, additional communications is needed to increase familiarity and support
- Despite citizen priorities for improved road / street maintenance, introducing a transportation utility will take a significant effort in today's environment
  - Additional research / discussions may be needed to understand exactly where on the journey between recognizing the need for improvements and funding support for the proposal is lost

# Next Steps

Item	Due Date for Delivery
Data Tabulations	Done
Presentation to City Management Team	7/14/2011
Presentation to City Council	8/18/2011
Draft Report	9/1/2011
Individual Council District Debriefings	T.B.D.
Final Report	9/30/2011